

**Before the  
Federal Communications Commission  
Washington, D.C. 20554**

In the Matter of	)	
	)	
DTV Consumer Education Initiative	)	MB Docket No. 07-148
	)	
To: The Commission	)	

**QUARTERLY CONSUMER OUTREACH REPORT OF  
WEST CAROLINA COMMUNICATIONS, LLC**

West Carolina Communications, LLC ("WCC"), pursuant to Section 27.20 of the Commission's rules, hereby submits its quarterly report, covering the calendar quarter ending June 30, 2008, describing any outreach efforts it has undertaken to educate consumers about the transition from analog broadcast television service to digital broadcast television service (DTV).<sup>1</sup>

WCC was the successful bidder for one license in the 700 MHz Band pursuant to FCC Auction No. 73. On June 26, 2008 the Commission announced the grant of certain long form applications, including WCC's application, for licenses in the 700 MHz.<sup>2</sup> WCC was granted a license with call sign WQIZ640 (the "700 MHz License"). By separate public notice, the Commission reminded the new licensees of their obligation to file a quarterly report describing their consumer education efforts in connection with the DTV transition.<sup>3</sup> This public notice indicated that the report covering the calendar quarter ending June 30, 2008 would be due by July 10, 2008.

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<sup>1</sup> See 47 C.F.R § 27.20.

<sup>2</sup> *Wireless Telecommunications Bureau Grants 700 MHz Band Licenses*, Report No. AUC-73 (Auction No. 73) FCC Public Notice, DA 08-1522 (rel. June 26, 2008).

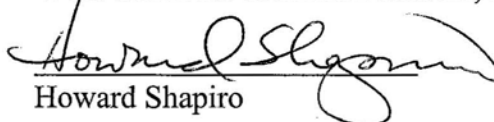
<sup>3</sup> *Wireless Telecommunications Bureau Reminds 700 MHz Band Licensees of Quarterly Reporting Requirements Relating to DTV Consumer Education Outreach*, FCC Public Notice, DA 08-1521 (rel. June 26, 2008).

For the quarter ending June 30, 2008, WCC has not implemented consumer outreach efforts for any customers on services relating to the 700 MHz License because it does not have any such customers. WCC has not yet had the opportunity to purchase equipment or deploy services on the 700 MHz License. Nevertheless, both WCC and its parent company have implemented consumer outreach efforts regarding the DTV transition for their cable television subscribers and Lifeline and Link Up customers as required by the Commission's rules and have even gone beyond what the rules currently require. DTV transition information is included in monthly bills sent not only to cable subscribers and Lifeline/ Link Up customers, but to all customers that receive services from WCC and its parent (*i.e.*, telephone and Internet customers). Additionally, DTV transition information has been included on company newsletters that are periodically sent to customers.

Pursuant to the Commission's rules, WCC will continue to report its consumer outreach efforts regarding the DTV transition on a quarterly basis.

Respectfully submitted,

**West Carolina Communications, LLC**

  
Howard Shapiro

Bennet & Bennet, PLLC  
4350 East West Highway  
Suite 201  
Bethesda, MD 20814  
(202) 551-0015

July 10, 2008

Its Attorney